

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 25, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement.

Excused: Deputy Commissioner Nicole Brassard Jordan; Gregory Featherston, DHL.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 18, 2024.

Chairman Mollica accepted the minutes from the January 18, 2024 Commission Meeting.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Gregory Featherston forwarded the KPI Report to the Commission and it has been reviewed. Chairman Mollica read the report into the record. Mr. Featherston reported 81,920 inbound cases and 106,023 outbound cases. Outbound volume has been consistent. Inventory reached 829,213 cases. All KPIs were met.

IV) MARKETING AND SALES REPORT

1) Marketing Update

Mark Roy, Director of Marketing, presented the item below. Administrative Notices were not issued this week.

A) Director Roy

1. REVISED – 2024 PROMOTIONAL CALENDAR – Updated for End of Year Finance Billing/Reporting

Approved the REVISED – 2024 PROMOTIONAL CALENDAR – Updated for End of Year Finance Billing/Reporting as recommended.

2) Store Operations Update

Mr. Richards reported that work continues at the new Nashua Outlet 32. We're looking forward to a February opening.

3) Merchandising Report

A) Wine

1. NH Winery New Listing – Appolo Vineyards

Approved the recommended NH Winery New Listing request from Appolo Vineyards for #TBD Appolo Vineyards Besties Chardonnay 750ml/12pk

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2. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/25/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/25/2024 as recommended.
4. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
5. Scan-To-Win a Trip Sweepstakes – January – March 2024 – Pine State Beverage
Approved the recommended request from Pine State Beverage to conduct a Scan-To-Win a Trip Sweepstakes for the monthly promotional periods of January – March 2024 as recommended.
6. Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from Pine State Beverage, with additional purchases for Outlet retail sale, as recommended.

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. RNDC - Winter Wine Festival at Wentworth by the Sea – February 2024
Approved the recommended RNDC - Winter Wine Festival at Wentworth by the Sea – February 2024 as recommended.
2. RNDC – Raymond Vineyards Dinner at Manchester Country Club – February 2024
Approved the recommended RNDC - Raymond Vineyards Dinner at Manchester Country Club – February 2024 as recommended.
3. RNDC – Raymond Vineyards Dinner at Wentworth by the Sea – February 2024
Approved the recommended RNDC - Raymond Vineyards Dinner at Wentworth by the Sea – February 2024 as recommended.
4. Additional February 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional February 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
5. Additional April 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional April 2024 NH Liquor & Wine Outlet In-Store Events from Stone Fence Beverage as recommended.
6. May 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended May 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

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C) Spirits

1. Limited Time Offer Requests – January 2024:

- a) Martignetti Companies of NNE – Drumshanbo Galanta Single Malt Irish Whiskey & Waterford Cuvee Koffi Single Malt Irish Whiskey
Approved the recommended request from Martignetti Companies of NNE for the purchase of 120 cases of #8577 Drumshanbo Galanta Single Malt Irish Whiskey 750mL/6pk and 120 cases of #8574 Waterford Cuvee Koffi Single Malt Irish Whiskey 750mL/6pk as a Limited Time Offer as recommended.
- b) Pine State Beverage – Compass Box Art & Decadence, Compass Box Hedonism Limited Edition, Compass Box Metropolis, Compass Box Celestial, Compass Box Orchard House Blended Scotch
Approved the recommended request from Pine State Beverage on behalf of John Glaser and Compass Box Whiskies for the purchase of 15 cases of #8461 Compass Box Art & Decadence 700mL/6pk, 15 cases of #8466 Compass Box Hedonism Limited Edition 700mL/6pk, 10 cases of #8463 Compass Box Metropolis 700mL/6pk, 10 cases of #8468 Compass Box Celestial 700mL/6pk, and 5 cases of #7139 Compass Box Orchard House Blended Scotch 750mL/6pk as a Limited Time Offer as recommended.
- c) RNDC New Hampshire – Fercullen Single Malt 22 Year Old Marsala Finished & Fercullen Single Malt 5 Year Old
Approved the recommended request from RNDC on behalf of Zamora Company for the purchase of approximately 58 cases of #8578 Fercullen Single Malt 22 Year Old Marsala Finished 750mL/6pk and approximately 58 cases of #8580 Fercullen Single Malt 5 Year Old 750mL/6pk as a Limited Time Offer as recommended.
- d) Southern Glazer’s Wine and Spirits – Baileys Vanilla Mint Shake
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo for the purchase of 495 cases of #7930 Baileys Vanilla Mint Shake 750mL/12pk as a Limited Time Offer as recommended.
- e) Southern Glazer’s Wine and Spirits – Crown Royal Golden Apple 23 Year
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo for the purchase of 8 cases of #8094 Crown Royal Golden Apple 23 Year 750mL/3pk as a Limited Time Offer as recommended.

2. Line Extension Requests – January 2024:

- a) Pine State Beverage – Vermont Ice Maple Bourbon 50mL
Approved the recommended request from Pine State Beverage for #8568 Vermont Ice Maple Bourbon 50mL/40pk as a Line Extension as recommended.
- b) Southern Glazer’s Wine and Spirits – Jefferson’s Bourbon 1.75mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Pernod Ricard for #8566 Jefferson’s Bourbon 1.75L/6pk as a Line Extension as recommended.

3. One Time Buy Requests – January 2024:

- a) Ruby Wines New Hampshire – See The Elephant Amaro di Rucola
Approved the not recommended request from Ruby Wines New Hampshire for the purchase of 50 cases of #2191 See The Elephant Amaro di Rucola 750mL/6pk as a One Time Buy as recommended.

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- b) Ruby Wines New Hampshire – Tennessee Legend Kettle Corn Whiskey
Approved the recommended request from Ruby Wines New Hampshire for the purchase of 70 cases of #8571 Tennessee Legend Kettle Corn Whiskey 750mL/6pk as a One Time Buy as recommended.
4. Spirits Test Market Results for Week Ending 01/21/2024
Approved the following products for test market or added sizes that have completed their 6-month test period or reached the required GP. The following are the results as recommended:
Grant Full Distribution: None at this time.
Specialty:
#4337 Big Moustache Whiskey 750mL - \$53.99 (RNDC New Hampshire)
Delist:
#4556 Corsair Triple Smoke American Whiskey 750mL - \$47.99 (Stone Fence Beverage)
#7898 Alize Strawberry 750mL - \$24.99 (RNDC New Hampshire)
5. Test Market Requests – January 2024:
- a) Pine State Beverage – ALB Vodka
Approved the recommended request from Pine State Beverage to offer #8569 ALB Vodka 750mL/6pk for Test Market Listing as recommended.
- b) RNDC New Hampshire – Mijenta Reposado Tequila
Approved the recommended request from RNDC New Hampshire on behalf of Altos Planos to offer #8139 Mijenta Reposado Tequila 750mL/6pk for Test Market Listing as recommended.
- c) RNDC New Hampshire – Peerless Small Batch Barrel
Approved the recommended request from RNDC New Hampshire on behalf of Kentucky Peerless Distilling Co. to offer #6704 Peerless Small Batch Barrel 750mL/6pk for Test Market Listing as recommended.
- d) RNDC New Hampshire – St George Baller
Approved the recommended request from RNDC New Hampshire on behalf of St George Spirits to offer #4708 St George Baller 750mL/6pk for Test Market Listing as recommended.
- e) RNDC New Hampshire – Xicaru Anejo
Approved the recommended request from RNDC New Hampshire on behalf of DC Craft to offer #4891 Xicaru Anejo 750mL/6pk for Test Market Listing as recommended.
- f) Ruby Wines New Hampshire – Elvis Midnight Snack Peanut Butter Banana
Approved the recommended request from Ruby Wines New Hampshire to offer #3888 Elvis Midnight Snack Peanut Butter Banana 750mL/6pk for Test Market Listing as recommended.
- g) Ruby Wines New Hampshire – Tennessee Legend Crème Brulee Cream
Approved the recommended request from Ruby Wines New Hampshire to offer #8573 Tennessee Legend Crème Brulee Cream 750mL/6pk for Test Market Listing as recommended.
- h) Ruby Wines New Hampshire – Tennessee Legend Kingsnake Bourbon
Approved the recommended request from Ruby Wines New Hampshire to offer #8572 Tennessee Legend Kingsnake Bourbon 750mL/6pk for Test Market Listing as recommended.

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- i) MS Walker – Black Infusions Dirty Shirley Cans
Approved the recommended request from MS Walker to offer #4645 Black Infusions Dirty Shirley Cans 355mL/4pk for Test Market Listing as recommended.
- j) MS Walker – Blue Chair Bay Mocha Rum Cream
Approved the recommended request from MS Walker for #8037 Blue Chair Bay Mocha Rum Cream 750mL/6pk for Test Market Listing as recommended.
- k) MS Walker – Gin Lane 1751 Violet Gin
Approved the not recommended request from MS Walker for #2702 Gin Lane 1751 Violet Gin 750mL/6pk for Test Market Listing as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:44 a.m. the meeting was adjourned.

Minutes prepared and submitted by:
Wendy Olcott, Administrative Assistant
Office of the Commissioners